

CLAIM AMENDMENTS  
CLEAN FORM

Please **AMEND** the claims as follows:

- B1
1. (AMENDED) A method, comprising:
- receiving a signal that indicates at least one item;
  - ascertaining whether the at least one item is associated with an offer for a rebate;
  - generating a code if the at least one item is associated with an offer for a rebate;
  - outputting a signal that represents the code;
  - outputting an offer for a rebate in exchange for establishing a subscription to a periodical, in which the subscription to the periodical is not the at least one item; and
  - charging an item price.

- B2
26. (AMENDED) The method of claim 25, in which the step of receiving a customer identifier comprises:
- receiving an account identifier that identifies an account.

- B3
70. (AMENDED) An apparatus, comprising:
- means for receiving a signal that indicates at least one item;
  - means for ascertaining whether the at least one item is associated with an offer for a rebate;
  - means for generating a code if the at least one item is associated with an offer for a rebate;
  - means for outputting a signal that represents the code;
  - means for outputting an offer for a rebate in exchange for establishing a subscription to a periodical, in which the subscription to the periodical is not the at least one item; and
  - means for charging an item price.

33 71. (AMENDED) A computer readable medium encoded with processing instructions for implementing a method, the processing instructions for directing a computer to perform the steps of:

- receiving a signal that indicates at least one item;
- ascertaining whether the at least one item is associated with an offer for a rebate;
- generating a code if the at least one item is associated with an offer for a rebate;
- outputting a signal that represents the code;
- outputting an offer for a rebate in exchange for establishing a subscription to a periodical, in which the subscription to the periodical is not the at least one item; and
- charging an item price.

72. (AMENDED) An apparatus, comprising:

- a processor;
- a memory connected to the processor, the memory for storing a program for controlling the processor; and
- the processor operative with the program to:
  - receive a signal that indicates at least one item;
  - ascertain whether the at least one item is associated with an offer for a rebate;
  - generate a code if the at least one item is associated with an offer for a rebate;
  - output a signal that represents the code;
  - output an offer for a rebate in exchange for establishing a subscription to a periodical, in which the subscription to the periodical is not the at least one item; and
  - charge an item price.

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